

**Site Coordinator's Guide for
Gateway Communities: Keys to Success**

Interactive Television Broadcast

June 21, 2001

12:30 - 3:00 pm EDT

Thank you for volunteering to serve as a Site Coordinator for this distance learning workshop on Gateway Communities! We are excited that you will be joining us for this nationwide broadcast on key issues related to gateway communities and public lands.



As a reminder, most of the information you need related to the content and structure of this workshop (including this Site Coordinator's Guide) can be found on the event website at:

<http://distancelearning.fws.gov/gatewaycommunities062101.htm>

On the following pages, and in the attached documents, you will find some additional information that may be helpful to you as you prepare for the workshop.

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1. About this Workshop

Gateway Communities: Keys to Success is an introductory workshop for community leaders, planning commissioners, public land managers, concerned citizens, and others interested in gateway community/public land partnerships. The workshop covers key issues influencing gateway communities and public lands, including growth, tourism and transportation, and how to use your community's assets to preserve community character and the environment.

The workshop is led by Edward T. McMahon, Vice President and Director of the Center for Conservation and Development at The Conservation Fund, a national nonprofit dedicated to demonstrating sustainable conservation solutions emphasizing the integration of economic and environmental goals.

2. Schedule and Agenda

12:00 – 12:30 EDT For the half-hour before the workshop begins, NCTC will broadcast a test signal and conduct phone confirmation with Site Coordinators at all registered downlink sites.

Please use this time to ensure that you are connected to the satellite broadcast and have prepared phone/fax or E-mail access for participant interaction during the workshop. For more information, see the sections on *Linking Up Your Site* and *Interaction* below.

12:30 – 3:00 EDT Workshop presentation, interactive discussion and Question-and-Answer session with Ed McMahon.

The workshop is organized around three topics.

1. Balancing Nature and Commerce
2. Keys to Successful Communities
3. Keys to Sustainable Tourism

For each topic, Mr. McMahon will present a photo-essay and lecture on the subject, followed by a set of discussion questions and participant interaction. At the end of the third discussion session, participants are invited to join in an open question and answer session using phone, fax or Email. More information is provided below in the *Interaction* section.

After 3:00

Following the broadcast, please take 5-10 minutes to have participants fill out the Evaluation Form.

Depending on the level of participation and interest in your community or at your site, you might take some time to discuss whether the participants would like to reconvene to discuss the issues raised during the workshop at another time, or other actions that could be taken to improve your gateway community and public land partnerships.

3. Preparing for the Workshop

As a local host for this workshop, we would like to suggest that you take the following steps to prepare for this event.

- Make sure that individuals attending the workshop at your site know how to locate the building and room where the workshop will be held.
- Download or print and read this **Site Coordinator's Guide**.
- Download or print the **Gateway Communities Participant's Guide** (attached as **Gatwy_PG.doc** or available from the event website), and make enough photocopies of this Guide for individuals at your site. Please note that although we have over 40 sites registered for this workshop, many of the individuals who are attending have not registered. This means that they will not have received the Participant's Guide, so we would ask you to make enough copies for the number of individuals you anticipate attending at your site.
- Print off the Sign-In Sheet and Evaluation Form, and make copies of the Evaluation Form for participants at your site. These forms are online at the event website, by following the link to "[Click here for sign-in sheet and workshop evaluation form.](#)"
- (Optional) Read the attached **Gateway Communities Reference Articles** and reproduce a few photocopies for individuals at your site.

4. During the Workshop

- Please have someone at your site at 12:00 pm EDT to participate in the ½ hour broadcast testing with the NCTC production staff. Please see the section on *Linking Up Your Site* below.
- Make sure there is access to a phone, fax, or computer with E-mail capability so that people can participate in the discussion and Q&A sessions.
- Have the **Sign-In Sheet** available for people to provide their contact information.

- Make sure people know where to find restrooms, drinking fountain, etc.
- Establish the "ground rules" for interaction at your site. Please refer to the section on *Interaction* below for some suggestions on managing interaction, depending on the number of people attending at your site.
- After the workshop, please encourage your participants to fill out the **Evaluation Form**. Please return these forms and the Sign-In Sheet to us as described in the section *Workshop Wrap-Up* below.

5. Linking Up Your Site

From 12:00 – 12:30 before the workshop begins, NCTC will broadcast a test signal and conduct phone confirmation with Site Coordinators at all registered downlink sites. Please ensure that someone will be available to participate in this broadcast testing from your site. For information on the satellite coordinates (for analog sites to steer to) and testing times, please visit the workshop website and click on the link "[click here for satellite coordinates.](#)"

For technical help during the broadcast: phone **1-602-906-5629** for assistance with analog/C-band satellite reception during the ½ hour testing time or at any time during the broadcast. We will do our best to solve your problem as quickly as possible.

6. Interaction

How to Interact

Participants in the workshop can interact with Ed McMahon and other participants during three discussion sessions throughout the workshop, and during an open Question-and-Answer session at the end of the workshop. As a reminder, participants may interact in the following ways.

- **Phone.** Call **1-877-887-6282**. There are 12 phone lines connected to this number and two operators. If the phone keeps ringing, please be patient and continue to hold. Your call will be answered in the order it was received.
- **Fax** your questions to **1-877-884-6282**. A sample form is available online at <http://distancelearning.fws.gov/fax-a-question.PDF>. Please DO NOT add a cover sheet. You may send faxes at any time.
- **E-mail** your question during the broadcast to: NCTC_Broadcast@fws.gov.

However you choose to interact, please share with us your name and location (e.g. Anchorage AK, or Mojave National Preserve CA) in addition to your comment or question.

Interaction "Ground Rules"

If your site has a large number of participants, you might consider the following steps to streamline participant interaction.

- Circulate a fax sheet to collect participants' questions before and during the broadcast, and fax or E-mail them at your convenience.
- Designate one person to make the phone calls and field questions from other people at your site.
- In general, we will put incoming phone calls "on air" during the discussion sessions and Q&A session only. However, we encourage you to E-mail and fax your questions or comments at any time during the broadcast. One of the workshop leaders will read your questions on air.

Some other "ground rules" to be aware of:

- In general, encourage participants to be polite and respectful of each other in their interaction. We have over 50 downlink sites nationwide registered for this workshop, and would like everyone to have a chance to ask a question or participate in a discussion.
- We plan to address comments and answers to discussion sessions during the time allocated for those discussions, and address general questions during the Q&A session.
- The phone lines and Mr. McMahon's microphone are on a single audio channel. This means that while you are speaking, Ed's microphone is muted, and *vice versa*. If you want to continue speaking after Ed has responded to your comment or question, please stay on the line and indicate to the phone operator that you would like to respond.
- Once you have finished your comment or question, please hang up your phone to make this line available to other participants.
- If you experience interference while calling in by phone, this is due to feedback from your television. Please mute the volume on your TV while you are speaking on air; then remember to un-mute the TV to hear Ed's answer or other participants' responses!

7. Workshop Wrap-Up

Once the workshop broadcast has concluded, encourage participants to fill out the Evaluation Forms (attached below and online at the event website), and to provide their contact information on the Sign-In Sheet. Please fax or mail these forms to:

Attn: Kristin Peppel, Program Associate
Fax: 1-304-876-7751
Conservation Leadership Network
National Conservation Training Center
Route 1, Box 166
Shepherdstown, WV 25443

Please do take the time to complete return the Evaluation Forms and Sign-In Sheet. The Evaluation Forms provide us with valuable feedback on the structure and content of this workshop, and the Sign-In Sheet will help us to provide information on upcoming Gateway Communities events and resource materials to participants.



Any Site Coordinator who returns their sign-in sheet and evaluation form will receive a FREE copy of the book *Balancing Nature and Commerce in Gateway Communities* – our way of saying “Thank You!”

8. List of Attachments to this Guide

- **Gatwy_PG.doc** Gateway Communities Participant's Guide.
- **Gateway Communities (PDF)** Reference article on the basics of gateway communities.
- **Barriers to Better Development (PDF)** Reference article on barriers to better development in communities.
- **Tourism and the Environment (PDF)** Reference article on the relationship between tourism and the environment.

In addition to the articles attached, the *book Balancing Nature and Commerce in Gateway Communities* and a video on the *Dollars and Sense of Community Preservation* are available through The Conservation Fund's website www.conservationfund.org.

9. Some Questions for Discussion

The following page lists some questions that may be useful in stimulating discussion at your site. Some of these questions will be asked during the workshop in the three discussion sessions.



- What 3 words would you use to best describe your community's character?
- What features are threatened by development in your community?
- On a scale of 1-10, rank your community for a "sense of place."

Balancing nature and commerce

- What development conflicts/issues are facing your community and public lands?
- What is being done to resolve these conflicts?
- Can you think of other examples where protecting the environment is good for the economy and the community?

Elements of successful communities

- What are your key community or public land assets?
- Describe some cooperative efforts in your community.
- How have you used education, market-based incentives and voluntary initiatives in your community?

Promoting sustainable tourism

- How important is tourism to your area?
- Do you have too few or too many tourists?
- Are tourism facilities compatible with your community's character?
- What have you done to interpret your resources?
- How have you collaborated with other community members and public land managers for tourism management?